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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210 & TERM ID 2215)

BIN 2024 – INNOVATION MANAGEMENT
(All sections/Groups)

18 FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages including cover page.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ESSAY QUESTIONS (100 MARKS)**INSTRUCTION: ANSWER ALL QUESTIONS****QUESTION 1**

A strategic alliance is an arrangement between two or more companies to undertake a mutually beneficial project while each retains its independence. Strategic alliances allow an organization to reach a broader audience without putting in extra time and capital. Explain any **FIVE (5)** forms of strategic alliances that organisations may undertake with related Malaysian examples. (25 marks)

QUESTION 2

Research and development (R&D) is the generation of new knowledge. In a business context, it is an activity that organisations undertake to develop new products, processes, or services, or improve those that already exist. Break down and explain with examples the **FOUR (4)** activities one would expect to find within each type of R&D operation. (25 marks)

QUESTION 3

- a) The past 10 years have witnessed enormous changes in how companies manage their technological resources especially in their R&D. Identify and explain the **THREE (3)** key factors contributed to these changes. (15 marks)
- b) Technology risk is a type of business risk defined as the potential for any technology failure to disrupt a business. There are two key technology risks that managers need to evaluate. Appraise these **TWO (2)** types of risks. (10 marks)

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QUESTION 4

- a) A brand extension is a marketing strategy that uses an established brand to create new products or enter a new brand category. The main motive of extension is to attract new market segments. The rationale behind a brand extension strategy is to take advantage of potential carry-over effects from the original brand. If the original is well known, it probably has a pool of goodwill among consumers and distributors. Identify the **THREE (3)** types of carry-over effects and briefly explain with examples. (12 marks)
- b) A market entry strategy is where you spell out such all-important specifics. It outlines your business goals, an overview of the target market, precisely what you will sell there, expected sales and how you will achieve them. Decisions about how and when to enter the market can make a substantial difference to the new product's prospects. There are three factors that need to be considered. Explain these **THREE (3)** factors. (13 marks)

[TOTAL 100 MARKS]

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